

WHAT IS CLAIMED IS:

1. A display apparatus, comprising:

display means including a display screen;

5 image signal generating means for generating an image signal corresponding to a no-picture region of a display region displayed on the display screen of the display means, the no-picture region being a remaining portion of the display region in which a picture region is excluded, the picture region being displayed on a basis of an input image
10 signal;

compositing means for generating a composite image signal in which an image signal for the no-picture region is composited with the input image signal;

15 display brightness level setting means for setting a display brightness level on a basis of an average brightness level of the composite image signal from the compositing means;

display drive means for driving the display means so as to obtain a brightness in accordance with the display brightness level set by said display brightness level setting means;

20 average brightness level detecting means for detecting the average brightness level of the input image signal; and

no-picture brightness level setting means for setting a brightness level of the image signal for the no-picture region in a basis of the average brightness level detected by the average brightness level detecting means,
25 in such a way that a display brightness level at which a visual brightness of the no-picture region is substantially constant is set by the display brightness level setting means.

2. The display apparatus according to claim 1, wherein:

30 the display brightness level setting means sets the display brightness level higher in a case that the average brightness level of the

composite image signal is lower, and sets the display brightness level lower in a case that the average brightness level of the composite image signal is higher even if the brightness levels in the both cases are equal.

5 3. The display apparatus according to claim 1,
 wherein the display screen is a display screen with an aspect ratio being elongated in a lateral direction as compared with a standard aspect ratio,

 the picture region is a picture having the standard aspect ratio that
10 is placed at a center in the lateral direction of the display screen having the laterally elongated aspect ratio, and

 the no-picture region is formed in both of right and left sides of the picture region.

15 4. The display apparatus according to claim 1,
 wherein, on the display screen, pixels are formed from respective display cells of three primary colors, and a grayscale representation is performed by controlling a light emission period of the display cell for each of a plurality of sub-fields, the sub-field being formed by dividing one field,

20 the input image signal includes image signals of three primary colors respectively corresponding to the display cells of three primary colors, and

 each of the image signals of three primary colors is averaged for each pixel and supplied to the average brightness level detecting means.

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5. A method of displaying a picture, comprising:

 a generating step for generating an image signal corresponding to a no-picture region of a display region displayed on the display screen of the display step, the no-picture region being a remaining portion of the display
30 region in which a picture region is excluded, the picture region being displayed on a basis of an input image signal;

a compositing step for generating a composite image signal in which an image signal for the no-picture region is composited with the input image signal;

5 a setting step for setting a display brightness level on a basis of an average brightness level of the composite image signal;

an average brightness level detecting step for detecting an average brightness level of the input image signal; and

10 a no-picture brightness level setting step for setting a brightness level of the image signal for the no-picture region in a basis of the average brightness level detected by the average brightness level detecting step, in such a way that a display brightness level at which a visual brightness of the no-picture region is substantially constant is set by the display brightness level setting step.

15 6. The method of displaying a picture according to claim 5, the display brightness level setting step sets the display brightness level higher in a case that the average brightness level of the composite image signal is lower, and sets the display brightness level lower in a case that the average brightness level of the composite image signal is higher
20 even if the brightness levels in the both cases are equal.

7. The method of displaying a picture according to claim 5, wherein the input image signal includes image signals of three primary colors respectively corresponding to the display cells of three
25 primary colors, and

the average brightness level is detected on a basis of each of image signals of three primary colors, which is averaged for each pixel in the average brightness level detecting step.

30 8. A display apparatus, comprising:
a display including a display screen;

an image signal generating section for generating an image signal corresponding to a no-picture region of a display region displayed on the display screen of the display, the no-picture region being a remaining portion of the display region in which a picture region is excluded, the
5 picture region being displayed on a basis of an input image signal;

a compositing section for generating a composite image signal in which an image signal for the no-picture region is composited with the input image signal;

10 a display brightness level setting section for setting a display brightness level on a basis of an average brightness level of the composite image signal from the compositing section;

a display driver for driving the display so as to obtain a brightness in accordance with the display brightness level set by said display brightness level setting section;

15 an average brightness level detecting section for detecting the average brightness level of the input image signal; and

a no-picture brightness level setting section for setting a brightness level of the image signal for the no-picture region in a basis of the average brightness level detected by the average brightness level detecting section,
20 in such a way that a display brightness level at which a visual brightness of the no-picture region is substantially constant is set by the display brightness level setting section.